



10 ADMINISTRATION

Effective: 6/1/96

10.25 WIC Staff Requirements: Project Director

Revised: 11/1/00

POLICY: The Local WIC project must designate a WIC Project Director to administer, plan, implement and evaluate WIC project policies throughout the service area. Note: the project director may also be the project nutritionist. The title "WIC Director" is not required at the local level. Other titles might include public health nutrition coordinator, nutrition manager, and WIC supervisor.

PROCEDURE:

A. QUALIFICATIONS

1. It is highly recommended that the Director be a qualified nutrition professional. This will help ensure that the WIC Program retains a focus on nutrition services. For purposes of the WIC Program, a qualified nutrition professional is a person with a four year degree in nutrition. This would include a bachelors or masters in nutritional sciences, dietetics, community nutrition or public health nutrition. Note: This may be a requirement in the future, so it is recommended that vacancies for the Director be replaced with a qualified nutrition professional.
2. At a minimum, the Director must have a four-year degree. It is strongly recommended that the degree be in a health related profession such as dietetics, nutrition, or nursing.
3. WIC Directors hired prior to March 1, 1997 will be allowed to remain in their current position.
4. It is recommended that the Director have coursework and/or experience in:
 - a) business or management background, to include personnel management, program planning and evaluation, budgeting
 - b) computer word processing and spreadsheet development/ maintenance
 - c) community health.

B. REQUIRED RESPONSIBILITIES: the following responsibilities must be performed by the person designated as Project Director.

1. Overall Program Management



- a) Assess local WIC project's needs and participants' health and nutrition status. Use information collected to improve WIC services.
- b) Assure implementation of policies and procedures in the WIC Operations and System Manuals.
- c) Assure that Civil Rights and Nondiscrimination/Equal Opportunity policies are practiced with respect to hiring to staff, annually training staff, and treatment of participants.
- d) Regularly communicate with agency director regarding WIC services and needs.
- e) Consult with Project Nutritionist regarding overall WIC services (e.g., clinic flow, outreach, etc.)
- f) Communicate with key community leaders to assure access to and participation in local WIC services.
- g) Institute quality assurance measures within the project to assure quality and consistency of services.
- h) Assure that WIC computer reports are utilized for program evaluation, quality assurance, needs assessment, coordination/ integration, and other management purposes.
- i) Assure timely completion and submission of reports and surveys (as requested) to the State WIC Office.

2. Fiscal Management

- a) Plan annual budget, track monthly fiscal expenditures and submit reports in a timely manner; revise budgets as needed.
- b) Consult with Project Nutritionist (if Director is not a nutritionist) on budget needs for nutrition staffing, nutrition assessment equipment, nutrition education materials; time for policy development, materials development, planning, implementation, evaluation, staff development, and coordination of services, etc.
- c) Assure all local USDA WIC expenses claimed are allowable according to WIC policy.
- d) Assure compliance with the WIC Grant Agreement.



3. Program Planning and Evaluation

- a) Conduct a periodic assessment of the local WIC project needs for program planning purposes.
- b) Develop, implement and evaluate annual WIC objectives per guidance in Performance Contracting materials.

4. Certification and ADP (Automated Data Processing)

- a) Assure WIC staff correctly issue WIC drafts and enter certification and draft issuance data/information into DAISy.
- b) Assure that WIC staff complete data telecommunications and backup functions according to the required timelines.
- c) Assure that participation counts are accurate and that discrepancies are reported to the State WIC Office.
- d) Assure health screening staff utilize state approved screening techniques and nutrition assessment equipment is properly maintained.
- e) Assure all CPA staff are adequately trained and annually monitored for risk factor identification, nutrition education, food package issuance, referral procedures, documenting, and confidentiality.
- f) Assure the security of the computer hardware and WIC data.

5. Nutrition Education and Breastfeeding Promotion and Support

- a) Assure that nutrition and breastfeeding services are adequately represented and addressed by having regular and frequent communications with the nutritionist and breastfeeding coordinator (if different from the director).
- b) Assure implementation of WIC nutrition and breastfeeding policies in the WIC Operations Manual.
- c) Assure all nutrition and breastfeeding services are provided by competent staff and that staff vacancies are filled as quickly as possible with equally qualified staff.



- d) Assure that policies and procedures are consistent among staff in documentation of nutrition and breastfeeding counseling and education, referrals, literature provided, etc.

6. Vendor Management

- a) Direct vendor management and training activities for the vendors in the project service area.
- b) Assure that a vendor and participant complaint procedure is in place and complaints are followed up.
- c) Assures that vendor management reports are reviewed periodically.
- d) Assures that vendor monitoring is conducted as directed by the State WIC Vendor Management Section, with appropriate correspondence and follow up.

7. Integration and Coordination with Other Local Providers. See also the Coordination/Integration Section.

- a) Assure the development of referral criteria and procedures from WIC to other agency nutrition staff or health care providers for further diagnosis or nutrition related care.
- b) Assure the development of referral criteria and procedures to other community food and nutrition resources.
- c) Promote the use of Division of Public Health/WIC Program nutrition standards and protocols by health care providers within the agency and community.
- d) Participate in community coalitions, task forces, advisory committees that affect services to WIC eligible families.
- e) Participate in local public health agency needs assessments (i.e. APEX) sharing demographic, nutrition, and breastfeeding data.
- f) Provide leadership for assuring nutrition services are available to WIC participants through the coordination and integration of MCH programs (i.e. Birth to 3, Prenatal Care Coordination, HealthCheck, etc.).
- g) Assure all integrated services meet mutual goals of participating programs.
- h) Assure compliance with WIC confidentiality policies.



C. **OTHER RESPONSIBILITIES:** the following are required activities within the WIC agency. It is **recommended** that the person designated as Project Director be responsible for these activities, as allowed by Agency Personnel system and policies.

1. Human Resource Management

- a) Recruit, hire and train WIC staff, especially members of special population groups.
- b) Supervise, direct and evaluate the performance of staff working in WIC, including volunteers and interns. If the WIC Director does not directly supervise all staff, he/she must communicate performance issues to the direct supervisor for resolution.
- c) Establish position descriptions that clearly delineate supervision.
- d) Consult with Project Nutritionist (if not the director) regarding nutrition staffing needed to accomplish the goals of the Program, comply with WIC policies and procedures, and continually improve WIC nutrition services. This may include assisting the Director with developing job descriptions and the interview process; orientation, training and annual evaluation procedures; etc. for other nutrition staff.
- e) Supervise, plan, coordinate and evaluate the work of WIC staff, volunteers and student interns.
- f) Routinely meet with WIC and agency staff to review policies and procedures, and share other program information.
- g) Assure all WIC staff have opportunities to participate in meaningful continuing education activities and that all CPA's (including non-nutrition staff) meet the requirement for continuing education units (see Policy 10.21).
- h) Attend required WIC sponsored state and regional meetings, and assure that appropriate staff attend meetings and trainings as required.

2. Promotion of MCH Five Guiding Principles

- a) Assure all WIC services are delivered in a family centered, culturally competent manner.
- b) Collaborate with other local service providers to continuously improve MCH services to families.



- c) Assure all WIC services promote good health and positive health practices.
- d) Assure outreach is conducted to nonparticipating eligible families.